



Joint Bicycle and Pedestrian  
Advisory Council  
11.06.2023

# AUSTIN TRANSIT PARTNERSHIP

# AUSTIN LIGHT RAIL IMPLEMENTATION PLAN

 **9.8**  
MILES OF NEW  
LIGHT RAIL

 **15**  
LIGHT RAIL  
STATIONS

## TRANSIT CONNECTIONS

  METRORAPID  RED LINE

 HIGH FREQUENCY  
BUS  PROPOSED  
GREEN LINE

## ESTIMATED TRAVEL TIME

 **23 MINS** 38TH - OLTORF

**31 MINS** 38TH - YELLOW JACKET

## ESTIMATED AVG. # OF DAILY RIDERS SERVED (2040)

 **28,500**

**20,000+**

AFFORDABLE HOUSING UNITS SERVED  
(SUBSIDIZED)



## ACCESS TO

 **136,000+** CURRENT JOBS

**200,000+** FUTURE JOBS

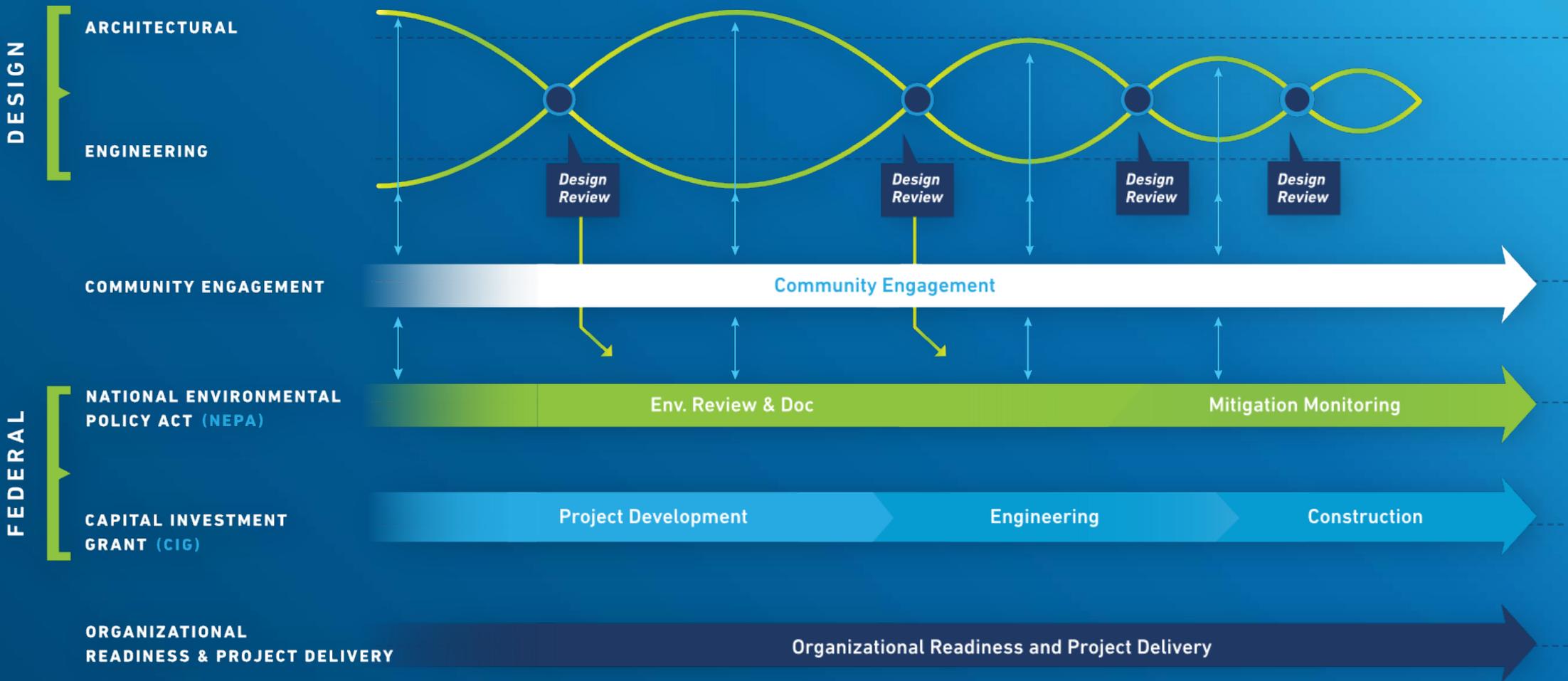
## ANTICIPATED CAPITAL COST (CURRENT DOLLARS)

 **\$4.5-\$4.8B**

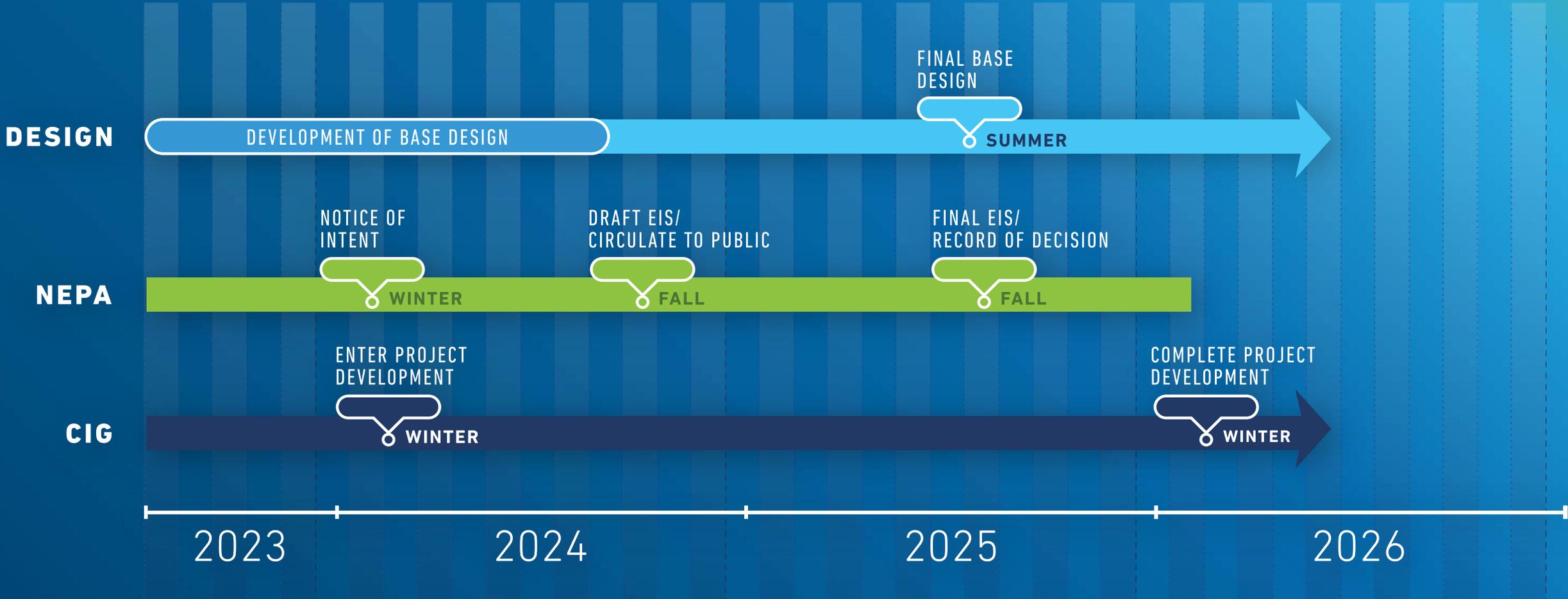
LOCAL AND FEDERAL DOLLARS



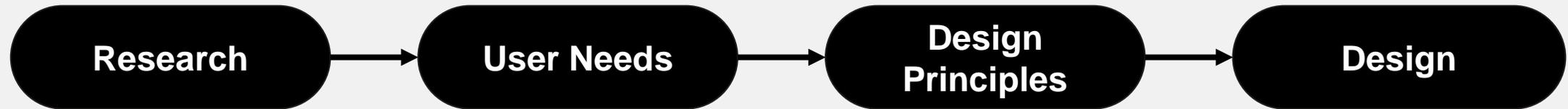
# PROGRAM IMPLEMENTATION & INTEGRATED APPROACH WORK EFFORTS



# PROGRAM IMPLEMENTATION & INTEGRATED APPROACH WORK EFFORTS



# How do we create a human centered design?



# Local Context Research

## Urban Form

Project Overview - Austin Transit Partnership  
**Urban Form Studies**  
A comprehensive study of the built environment across the station location.

Process of investigation:

- 01 Characterization of Program
- 02 Station Specific Urban Place Studies
- 03 Emerging Insights

Submitted on 01/10/2023  
Prepared by HUG

Urban Form Studies report page showing a cityscape and a map of the study area.

## Culture/History

Project Overview - Austin Transit Partnership  
**Culture/History**  
The history and culture of the study area, including the Capitol of Texas.

Culture/History report page featuring a colorful graphic with the text "MEETINGS FROM" and "Capitol of TEXAS".

## Landscape

Project Overview - Austin Transit Partnership  
**Place: Landscape**  
Landscape is the cumulative impact of people. It can be used to integrate various elements of design to enhance existing systems, including greenways, parks, and streets.

Tasks of contents:

- 01 Regional Context & Vision
- 02 Neighborhood & Station Analysis
- 03 Strategic, Technical, & Strategic

Submitted on 01/10/2023  
Prepared by HUG

Landscape report page showing a cityscape and a map of the study area.

## Sustainability

Project Overview - Austin Transit Partnership  
**Environmental Factors, Climatic Trends + Design Responses**  
Setting a national standard for green transit system operation.

Tasks of contents:

- 01 Introduction
- 02 Austin Unique Environmental Profile
- 03 Climate Trends
- 04 Adaptive Design Strategies
- 05 A Climate Resilience Review

Submitted on 01/10/2023  
Prepared by HUG

Sustainability report page showing a cityscape and a map of the study area.

## Materials

Project Overview - Austin Transit Partnership  
**Materials**  
Local, Regional, Global Influence.

Materials report page showing a Venn diagram and material samples.

## Wayfinding

Project Overview - Austin Transit Partnership  
**Strategy for Design & Implementation Wayfinding**  
Key ingredient: Spatial needs have to follow human needs. Implication of information on architecture.

Human needs: Distance, Clarity, Legibility, Ergonomics.

Information needs: Clarity, Legibility, Readability.

Spatial Implications: Scale, Integration, Integration.

SEE - READ - UNDERSTAND - ACT

Color contrast and Concept sign family.

Building the graphic signage elements.

Submitted on 01/10/2023  
Prepared by HUG

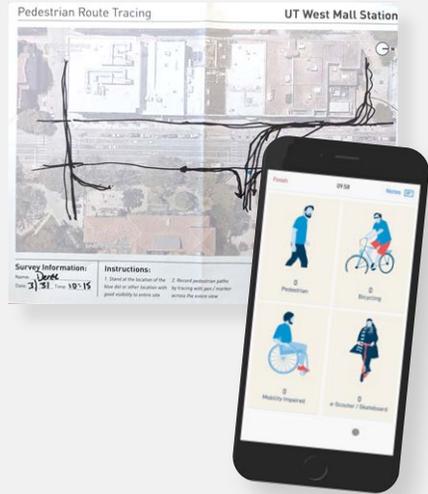
Wayfinding report page showing a cityscape and a diagram of the wayfinding process.

## Site + User Research

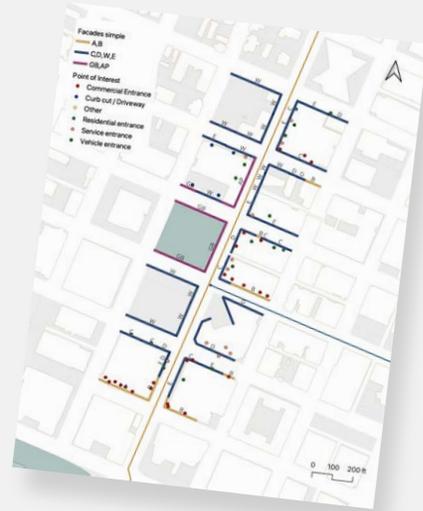
“human-centered” means designing for how people *actually* behave



# Site + User Research



**Mapping User  
Mobility Patterns**



**Public Realm  
Analysis**



**Cognitive Mapping  
of the Transit  
Experience**



**Vision Workshops +  
Engagements on the  
Go**

# Mapping User Mobility Patterns



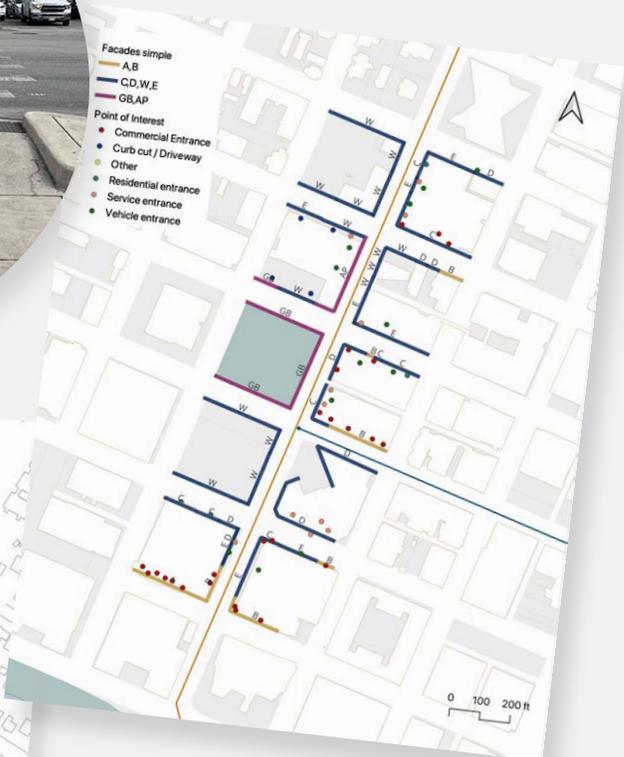
- Tools Used:
1. Gehl Public Life app
  2. Gehl Eye Level City App
  3. Printed maps, pen, paper

# Public Realm Analysis



## ATP - Place Analysis - Elements

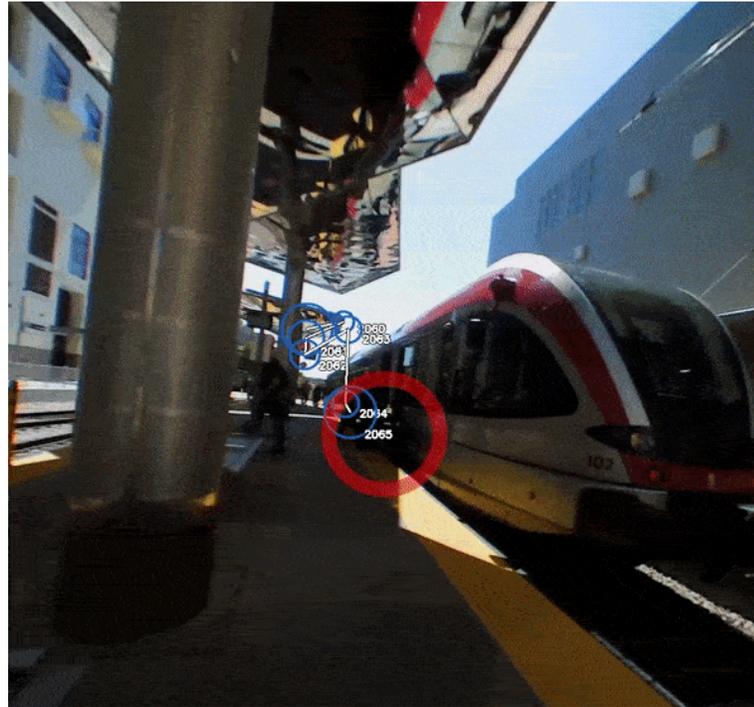
Place Element Map



### Tools Used:

1. Gehl Public Life app
2. Gehl Sidewalk and Facade Quality app
3. NIOSH Sound Level Meter
4. Light Meter LM-3000

# Cognitive Mapping of the Transit Experience



participant's eye-tracking & sound



physiological data (heart rate, skin conductance response, step count, body temperature)



GPS location



shadower's video & observations



post interview



# Workshops, Focus Groups + Engagement on the Go



## Engagements on the Go

### Blind & Low Vision

June 21, led by Scott Meyer, Texas Department of Assistive and Rehabilitative Services

### Safe Routes to School

June 23, led by Coleen Gentles, Safe Routes to School

## Focus Groups

### Deaf & Hard of Hearing

June 22, led by Stacy Landry, Travis County Services for Deaf and Hard of Hearing

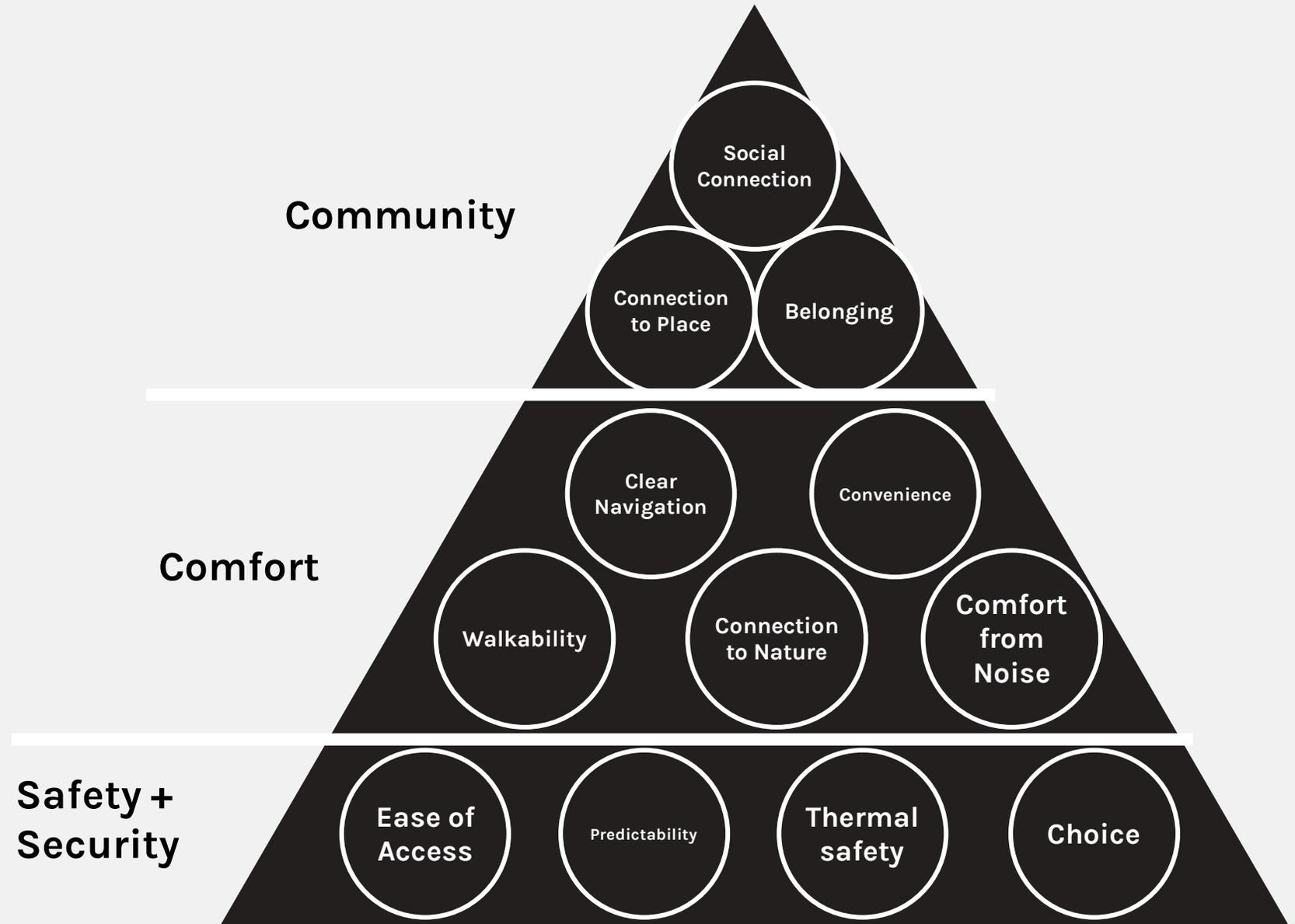
### CapMetro Art Program & Artist

June 22 led by Melissa Ortiz and J Muzazc (McKalla Station Artist)

## Vision Workshops

Reps from The City of Austin, Austin Downtown Alliance, CapMetro, ATP EAC, ATP PSEC, ATP Board, CAC, SWSG

# Priority User Needs



# Upcoming Design Principals Outreach Dates

- November 16<sup>th</sup> : UT Texas Union, 2308 Whitis Ave, Quadrangle Room (3<sup>rd</sup> Floor)
- November 16<sup>th</sup> : Texas School for the Blind & Visually Impaired, 1100 W 45<sup>th</sup> St
- December 5<sup>th</sup>: Lively Middle School, 201 E Mary St
- December 6<sup>th</sup>: Montopolis Recreation Center, 1200 Montopolis Dr

# How do we ensure these user needs and our design principles resonate with Austinites?

Community Engagement  
Fall 2023



## Workshops

Facilitated conversations with interactive exercises to discuss topics that will inform design



## Experience based Engagement

Leveraging community partnerships to expand reach to more communities and connect with people in more creative and engaging ways



## Digital Tools

Engaging people in new ways to increase reach and inspire new riders



THANK YOU

**AUSTIN**  
**TRANSIT**  
PARTNERSHIP